

Message Text

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15

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 USIA-06 /027 W

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R 200830Z JAN 75

FM AMCONSUL LENINGRAD

TO AMEMBASSY MOSCOW

SECSTATE WASHDC 0965

USDOC

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EO 11652N/A

TAGS: BEXP, ETRD, EEWT, UR, US

SUBJ: PARTICIPATION BY US FIRMS IN LENINGRAD INDUSTRIAL EXHIBITS

1. CONGEN OFFICERS MET JAN 17 WITH ALEKSEY K. GRIGORENKO, GENERAL DIRECTOR OF FOREIGN EXHIBITIONS IN LENINGRAD, USSR CHAMBER OF COMMERCE. GRIGORENKO, WHOM WE SEE RELATIVELY OFTEN, HAS PERIODICALLY EXPRESSED DISAPPOINTMENT THAT US FIRMS SEEM RELATIVELY DISINTERESTED IN SHOWING WARES AT LENINGRAD INDUSTRIAL EXHIBITS. GRIGORENKO STRONGLY

BELIEVES GREATER US PRESENCE AT HIS SHOWS COULD BE ADVANTAGEOUS FOR US EXHIBITING FIRMS AND, FROM LENINGRADERS' STANDPOINT, WOULD GIVE MANY KEY MANAGERS AND SOVIET INDUSTRIAL OFFICIALS HERE OPPORTUNITY TO SEE US EQUIPMENT AND PRODUCT LINES OF POSSIBLE VALUE TO BRANCHES OF WELL DEVELOPED LENINGRAD INDUSTRIAL CENTER. HE POINTS OUT, WITH CONSIDERABLE COGENCY, THAT WHILE DECISIONS ON ALLOCATION OF FOREIGN EXCHANGE ARE MADE IN MOSCOW, DEMAND IS GENERATED AT THE LOCAL LEVEL, AND IT IS EXACTLY THOSE WHO CREATE THE DEMAND WHO ATTEND HIS SHOWS.

2. GRIGORENKO IS PARTICULARLY DOWN AT THE MOUTH AT PRESENT DUE TO APPARENT ALMOST TOTAL LACK OF US COMPANIES' INTEREST IN FORTHCOMING "INRYBPROM-75", AN EXHIBITION OF MACHINERY AND EQUIPMENT FOR CATCHING AND PROCESSING FISH AND OTHER SEA PRODUCTS. THIS EXHIBITION, WHICH WILL TAKE PLACE AUGUST 6-20, HAS THUS FAR BROUGHT FRG ORDERS FOR 6,000 SQUARE METERS (M2) OF EXHIBIT SPACE; FRENCH FIRMS HAVE TAKEN 1,000 M2; ENGLISH FIRMS ALSO 1,000 M2; VARIOUS

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OTHER COUNTRIES HAVE REQUESTED SEVERAL HUNDRED M2 EACH; AND THE

SOLE US APPLICATION AS YET RECEIVED IS FOR A PALTRY 9 SQUARE METERS. AS GRIGORENKO SAYS, THE AMERICAN FLAG HE IS ONLY TOO WILLING TO FLY FOR EVH TOKEN REPRESENTATION WILL IT-SELF AMOUNG TO MORE THAN 9 M2.

3. CONGEN OFFICERS CERTAINLY AGREE WITH GRIGORENKO THAT THIS IS INDEED MEAGER US RESPONSE TO THIS RATHER SIGNIFICANT EXHIBITION. MOREOVER, NATURE OF SUBJECT MAKES LENINGRAD IDEAL SITE FOR EXHIBITION. PAUCITY OF US PARTICIPATION PRESUMABLY IS NOT DUE TO LACK OF ADVERTISING SINCE CENTRAL USSR CHAMBER OF COMMERCE HAS ISSUED USUAL FLYERS, CONDITIONS OF PARTICIPATION, ETC IN VARIOUS LANGUAGES, INCLUDING ENGLISH.

4. CLOSING DATE FOR BOOKING EXHIBIT SPACE IS MARCH 15. GRIGORENKO INDICATED THAT BECAUSE OF HIS DESIRE TO SEE GREATER US PARTICIPATION HE COULD PERHAPS STRETCH THIS IF NECESSARY. EXHIBITS ARE NOT CONFINED TO PAVILIONS. AN ALTERNATIVE IS TO HAVE EXHIBIT EQUIPMENT AND THE LIKE PRESENTED ON A VESSEL. THERE WILL BE MORRINGS FOR SOME 24 SHIPS AND A NUMBER OF EXHIBITORS REPORTEDLY INTEND TO PARTICIPATE IN INRYBPROM-75 IN THIS FASHION.

5. ACTION REQUESTED: CONGEN WOULD APPRECIATE ANY ASSISTANCE ADDRESSEES CAN GIVE TOWARD SOLICITING GREATER PARTICIPATION BY US FIRMS IN THIS EXHIBITION.
NEUBERT

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INDUSTRY, EXHIBITS
Control Number: n/a
Copy: SINGLE
Draft Date: 20 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: SmithRJ
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975LENING00065
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750020-1003
From: LENINGRAD
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750137/aaaabgxt.tel
Line Count: 87
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: SmithRJ
Review Comment: n/a
Review Content Flags:
Review Date: 11 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 JUN 2003 by BoyleJA>; APPROVED <23 OCT 2003 by SmithRJ>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PARTICIPATION BY US FIRMS IN LENINGRAD INDUSTRIAL EXHIBITS
TAGS: BEXP, ETRD, EEWT, UR
To: MOSCOW COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006